

ORDER



Orders
Order / Rev: 704276 - 1
Alt Order #: 06261621
Product Desc: OBAMA SCHEDULE C
Estimate: 1549
Flight Dates: 08/04/12 - 08/17/12
Original Date / Rev: 08/02/12 / 08/13/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/05/12	1	\$1,400.00	\$1,190.00
08/06/12	08/12/12	29	\$6,305.00	\$5,359.25
08/13/12	08/19/12	22	\$4,400.00	\$3,740.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	52	\$12,105.00	\$10,289.25	0.00
Totals	52	\$12,105.00	\$10,289.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WJXX-TV	14%	\$12,105.00
Market	100%	\$86,464.29

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	9%	\$7,781.79
WCWJ	0%	\$0.00
WJXT	26%	\$22,480.71
WTEV	24%	\$20,751.43
WTLV	27%	\$23,345.36

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	08/06/12	08/17/12	M-F 10-11AM M-F 10a -11a	CM	M-F 10a -11a	MTWTF--	:30	3	\$90.00	P-3	0.00	NM	6	\$540.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--					3	\$90.00		0.00			
Week:		08/13/12	08/19/12	MTWTF--					3	\$90.00		0.00			
2	WJXX	08/06/12	08/17/12	The View M-F 11a-12p View	CM	M-F 11a-12p	MTWTF--	:30	2	\$225.00	P-3	0.00	NM	3	\$675.00
COMMENTS APPLY TO SUB LINES A THRU B THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--					2	\$225.00		0.00			

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WJXX-TV

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2	WJXX	08/06/12	08/17/12	The View M-F 11a-12p View	CM	M-F 11a-12p MTWTF--	:30	2	\$225.00	P-3	0.00	NM	3	\$675.00
COMMENTS APPLY TO SUB LINES A THRU B THE VIEW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--				1	\$225.00		0.00			
3	WJXX	08/06/12	08/17/12	M-F 12P-1P M-F 12P-1P	CM	M-F 12-1P (12:00 PM-12:30 PM) MTWTF--	:30	2	\$75.00	P-3	0.00	NM	4	\$300.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--				2	\$75.00		0.00			
Week:		08/13/12	08/19/12	MTWTF--				2	\$75.00		0.00			
4	WJXX	08/06/12	08/17/12	GMA in the Afternoon GMA in the Afternoon	CM	2-3p MTWTF--	:30	2	\$130.00	P-3	0.00	NM	3	\$390.00
COMMENTS APPLY TO SUB LINES A THRU B GMA IN AFTERNOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--				2	\$130.00		0.00			
Week:		08/13/12	08/19/12	MTWTF--				1	\$130.00		0.00			
5	WJXX	08/06/12	08/17/12	4:30-5p M-F 4:30-5p	CM	M-F 4:30-5p MTWTF--	:30	3	\$75.00	P-3	0.00	NM	6	\$450.00
EXTRA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--				3	\$75.00		0.00			
Week:		08/13/12	08/19/12	MTWTF--				3	\$75.00		0.00			
6	WJXX	08/06/12	08/17/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p MTWTF--	:30	2	\$100.00	P-3	0.00	NM	4	\$400.00
FIRST COAST NEWS @ 530														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--				2	\$100.00		0.00			
Week:		08/13/12	08/19/12	MTWTF--				2	\$100.00		0.00			
7	WJXX	08/06/12	08/17/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a MTWTF--	:30	2	\$125.00	P-3	0.00	NM	4	\$500.00
GOOD MORNING AMERICA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--				2	\$125.00		0.00			
Week:		08/13/12	08/19/12	MTWTF--				2	\$125.00		0.00			
8	WJXX	08/06/12	08/10/12	Local non-prime Specials Local non-prime Specials	CM	Various MTWTF--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
EXTRA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--				2	\$250.00		0.00			
9	WJXX	08/06/12	08/10/12	Local non-prime Specials Local non-prime Specials	CM	Various MTWTF--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--				1	\$250.00		0.00			
10	WJXX	08/13/12	08/17/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p MTWTF--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
EXTRA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--				2	\$250.00		0.00			
11	WJXX	08/13/12	08/17/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p MTWTF--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--				1	\$250.00		0.00			
12	WJXX	08/06/12	08/17/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a MTWTF--	:30	2	\$100.00	P-3	0.00	NM	4	\$400.00
LIVE W/ KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--				2	\$100.00		0.00			

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12	WJXX	08/06/12	08/17/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	MTWTF--	:30	2	\$100.00	P-3	0.00	NM	4	\$400.00
LIVE W/ KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	MTWTF--			2			\$100.00			0.00		
13	WJXX	08/06/12	08/13/12	Mon Prime Other Bachelor Pad	CM	8-10p	M-----	:30	1	\$1,500.00	P-3	0.00	NM	2	\$3,000.00
BACHELOR PAD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/06/12	08/12/12	M-----			1			\$1,500.00			0.00		
Week:		08/13/12	08/19/12	M-----			1			\$1,500.00			0.00		
E 14	WJXX	08/04/12	08/17/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	MTWTFSS	:30	2	\$250.00	P-3	0.00	NM	3	\$750.00
FCN TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/04/12	08/10/12	MTWTFSS			2			\$250.00			0.00		
Week:		08/11/12	08/17/12	MTWTFSS			2			\$250.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WJXX	08/11/12-08/17/12		FCN News at 11pm			M-Su 11p-11:35p	MTWThFSaSu	:30	(\$250.00)		0.00	NM		
Credited [CR]															
15	WJXX	08/04/12	08/11/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footb:	CM	Sat FCN News We	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
FIRST COAST NW@630 WKD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/30/12	08/05/12	-----S-			1			\$175.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WJXX	07/30/12-08/05/12		FCN Sat News at 6:30			Sat FCN News W	-----Sa--	:30	(\$175.00)		0.00	NM		
Credited [CR]															
Week:		08/06/12	08/12/12	-----S-			1			\$175.00			0.00		
16	WJXX	08/04/12	08/11/12	GMA Saturday GMA Saturday	CM	GMA Saturday	-----S-	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
GMA SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/30/12	08/05/12	-----S-			1			\$100.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WJXX	07/30/12-08/05/12		GMA Saturday			GMA Saturday	-----Sa--	:30	(\$100.00)		0.00	NM		
Credited [CR]															
Week:		08/06/12	08/12/12	-----S-			1			\$100.00			0.00		
17	WJXX	08/05/12	08/05/12	Sun Prime B Sun Prime B	CM	8-9p	-----S	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
SECRET MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/30/12	08/05/12	-----S			1			\$1,400.00			0.00		
18	WJXX	08/12/12	08/12/12	Sun Prime Other 2nd Pr Extreme Makeover: Weight Los:	CM	9-11p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
EXTREME MAKEOVER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/06/12	08/12/12	-----S			1			\$1,000.00			0.00		
19	WJXX	08/11/12	08/11/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footb:	CM	Sat FCN News We	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/06/12	08/12/12	-----S-			1			\$175.00			0.00		
20	WJXX	08/11/12	08/11/12	GMA Saturday GMA Saturday	CM	GMA Saturday	-----S-	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/06/12	08/12/12	-----S-			1			\$100.00			0.00		
N21	WJXX	08/15/12	08/15/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	--W----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00

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N21	WJXX	08/15/12	08/15/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p -- W----	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week: 08/13/12		08/13/12	08/19/12	-- W----			1		\$250.00		0.00		
											Totals	52	\$12,105.00